WHAT IS CLAIMED IS:

1.   A method of preventing transmission of junk mail, the method comprising:

relaying an electronic mail from a transmitter to a recipient;

sending a warning notice to the transmitter, when the recipient determines that the received electronic mail is a junk mail and sends a reception refusal notice; and

issuing a penalty invoice notice to the transmitter, when the recipient sends the reception refusal notice for a particular number of times with respect to the same transmitter.

2.   The method according to claim 1, further comprising executing fee processing of feeding back a penalty fee collected from the transmitter to the recipient.

3.   The method according to claim 2, wherein an amount equal to penalty fee feed back to the recipient is deducted from the charges the recipient is required to pay for maintaining the mail account.

4.   The method according to claim 1, wherein if the transmitter sends the reception refusal notice for another particular number of times to the same transmitter, relaying

of electronic mail from the transmitter to the recipient
is stopped.

5.   The method according to claim 1, wherein the warning
notice is issued after the recipient sends the reception
refusal notification first time, and the particular number
of times is equal to two.

6.   An electronic mail relay apparatus comprising:
     a relay unit which relays an electronic mail from an
electronic mail address of a transmitter to an electronic
mail address of a receiver;
     a warning notice unit which sends a warning notice
to the transmitter, when the recipient determines that the
received electronic mail is a junk mail and sends a reception
refusal notice; and
     a penalty invoice notification unit which issues a
penalty invoice notice with respect to the electronic address
of the transmitter, when the recipient sends the reception
refusal notice for a particular number of times with respect
to the same transmitter.

7.   A computer program containing instructions which when
executed on a computer causes the computer to realize the
functions of:

a relay unit which relays an electronic mail from an electronic mail address of a transmitter to an electronic mail address of a receiver;

a warning notice unit which sends a warning notice to the transmitter, when the recipient determines that the received electronic mail is a junk mail and sends a reception refusal notice; and

a penalty invoice notification unit which issues a penalty invoice notice with respect to the electronic address of the transmitter, when the recipient sends the reception refusal notice for a particular number of times with respect to the same transmitter.

8.   A method of preventing transmission of junk mail, the method comprising:

relaying an electronic mail from a transmitter to a recipient;

the recipient determining whether the received electronic mail is a junk mail or not, and sending a reception refusal notice when determining that the received electronic mail is a junk mail;

sending a warning notice to the transmitter if the recipient sends the reception refusal notice for a first time; and

issuing a penalty invoice notice to the transmitter

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if the recipient sends the reception refusal notice for a
particular number of times.